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Contributions—Exclusive Publication.—Articles are accepted for publication on condition that they are contributed solely to this journal.

Leaflet Regarding Rules of Publication.—CALIFORNIA AND WESTERN MEDICINE has prepared a leaflet explaining its rules regarding publication. This leaflet gives suggestions on the preparation of manuscripts and of illustrations. It is suggested that contributors to this journal write to its office requesting a copy of this leaflet.

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EDITORIALS†

NEW PLACEMENT FOR THE EDITORIALS

Beginning with the current issue, in response to the request of members of the California Medical Association Committee on Public Relations and other readers, and in line with several state association publications, the editorials are given first place in the pages of text. This action was thought to be desirable because CALIFORNIA AND WESTERN MEDICINE, as the official journal of the California Medical Association, was called into being in order to bring the problems of organized medicine to the prompt attention of the Association members. It is to be hoped that the typographical change and make-up will meet with their approval. It has been stated on many occasions that officers of the Association and its component county societies can perform their work to best advantage, in proportion as they understand the points of view held by members concerning medical problems and policies; and it is believed that this change in the placement of editorial discussions will aid in the attainment of that end.

THE A. M. A. AND HEALTH INSURANCE IN CALIFORNIA

Atlantic City Press Dispatches Concerning the California Medical Association and Health Insurance.—Considerable interest has been shown by members, and requests made for more information regarding the Associated Press* and other news dispatches sent out from Atlantic City on June 12 last, following the election of officers of the American Medical Association, at which time Dr. Frederick C. Warnshuis, the present secretary of the California Medical Association and since 1922 distinguished as the Speaker of the American Medical Association House of Delegates, was not reelected—supposedly as a chastisement to the California Medical Association for its action in taking an active part in drafting a law for some form of compulsory health insurance. These national press bureau dispatches, incorporating the so-called “spanking” item, may or may not have had the approval of the American Medi-

† Editorials on subjects of scientific and clinical interest, contributed by members of the California Medical Association, are printed in the Editorial Comments column, which follows.

* See pages 90 and 103 of the July, 1935, issue of CALIFORNIA AND WESTERN MEDICINE.

cal Association's annual session press committee, but it nevertheless seems curious that the idea of such a punitive "spanking" should have been so generously broadcast when not one word was said upon the subject in the open sessions of the American Medical Association House of Delegates. Naturally, the action taken by the American Medical Association has provoked comment throughout California, and no little surprise has been expressed that the well-meant and unselfish efforts of the California Medical Association in trying to solve one of its important social welfare problems should have brought down upon our state organization any such expression of displeasure from the national association.

* * *

California Medical Association Has No Apologies to Offer.—It may be in order, therefore, to state that the California Medical Association makes no apologies for the manner in which it strove to meet its obligations through the institution of the insurance principle for medical care of citizens belonging to the low-bracket income group. It is no doubt difficult for the profession in eastern states, living and working under, and with conservative traditions and populations to understand why it was both necessary and natural for the California Medical Association to take the initiative in drafting proposed health insurance legislation. The record of the California Medical Association, however, is very clear, and in the minds of most California physicians quite satisfactory, notwithstanding the American Medical Association's presumable reprimand; for a perusal of the annual session proceedings of the California Medical Association, as printed in succeeding files of CALIFORNIA AND WESTERN MEDICINE, will show that, more and more in recent years, the subject of adequate medical care for all classes of citizens has been given unusual attention in this State.

* * *

California Medical Association and the A. M. A. Bureau of Medical Economics.—As a matter of fact, the California Association was the only one of the forty-eight constituent state societies of the American Medical Association which, prior to the organization of the American Medical Association Bureau of Medical Economics, saw fit to petition the American Medical Association House of Delegates to form just such a bureau; a department which, had the national organization been fully alert to changing social and other conditions, might well have been brought into existence half a dozen years before it began its work. Mention is made of this action because it indicates that the California Medical Association, years ago, felt the need of special study on medical-economic problems, and believed that the national organization was laggard in its responsibilities to its constituent state units in not taking up, in aggressive fashion as it is now finally doing, the collection of detailed factual information of prospective value to those state associations which were bravely trying to meet the pressing medical issues of their commonwealths.

California Medical Association's Large Expenditure for Its Sickness Incidence Studies.—In view of the criticisms, direct and implied, recently showered upon the California Medical Association because of presumably poor judgment or lack of loyalty to precepts handed down by the American Medical Association, many members of the California Medical Association are asking what other state medical associations in the last several years have spent practically \$50,000 of their reserve resources, as California so liberally has done, in making a study of sickness and allied problems? Is there a single one that has or would have spent that imposing amount of money? Had the American Medical Association, with its far greater resources, gotten together, for use by constituent state associations throughout the Union, such exact and much-needed informative material, several years ago, the funds recently expended in California could have been utilized for other and more needed purposes. As time goes on, and other state associations find themselves confronted with conditions precisely such as those which first developed in California, it is possible that the truth of what has just been stated may have more appeal.

* * *

California's Battle for Ethical Advertising in the National Journal.—The memories of men and of organizations are often shortlived. The so-called 1935 chastisement of the California Medical Association, by none other than its national parent, recalls to the minds of older members of the California Medical Association a previous experience in which the organized profession of this State was for a time in disfavor with the American Medical Association authorities at Chicago, but with no more disconcertion or discouragement to itself than at present. We refer to the fight, some thirty years ago, made by the *California State Journal of Medicine*,[†] when, although our official publication was then in its infancy, its courageous editor, the late Dr. Philip Mills Jones, led in the battle to have *The Journal of the American Medical Association* clean up its pages of offensive advertisements. Dr. George H. Simmons, Emeritus Editor of the "Journal A. M. A.," and other officers of that period know to what extent the American Medical Association was indebted to the California Medical Association for the important service then rendered, and the story can be read in the files of the *California State Journal of Medicine* of those strenuous years.*

[†] The original name of the official journal of the California Medical Association was "California State Journal of Medicine." When the late Dr. W. E. Musgrave was editor, its name was changed to CALIFORNIA AND WESTERN MEDICINE.

* In the Twenty-Five Years Ago column of the CALIFORNIA AND WESTERN MEDICINE issues of 1929 and 1930 may be found portions of some of the editorials to which reference is made. An example is that on page 374 of the November, 1929, issue, with a quotation from the November, 1904, number, in which Doctor Jones, referring to the *Journal of the Medical Society of New Jersey*, stated:

" . . . The policy announced by the journal (the *Journal of the Medical Society of New Jersey*) is one of clean and decent advertising, and the chairman of the Publication Committee writes us that he will do all in his power to

In due time—and probably earlier by several years than would have been the case had not the California Medical Association through its own official journal initiated and espoused the cause—*The Journal of the American Medical Association* did adopt a policy of accepting only clean and ethical advertisements. And so it may happen again, in the not distant future, that those who felt California deserved a “spanking” lesson for supposedly having gotten out of American Medical Association traces, may find themselves at last won over to an opinion quite different from that to which they gave such expression and publicity at Atlantic City in June last.

* * *

California's Medical-Economic Problems Were Explained at Atlantic City.—In connection with the above comments, we would call attention to the informal remarks on page 160 of this issue, which, upon invitation, were made at Atlantic City to the American Medical Association House of Delegates by Council Chairman T. Henshaw Kelly of San Francisco, in reference to the subject of health insurance in California. At that time it was hoped that a clearer understanding of the California problems had been created; but later events indicated otherwise.

‘ ‘ ‘

Little more need be said on the subject, save that the California Medical Association, in the present as in the past, will always be found loyal to the best interests of scientific and organized medicine, as its members and delegated officers understand the same.

ASSEMBLY BILL 246: FOR NONPROFIT HOSPITAL SERVICE

On page 175 is printed in full the text of Assembly Bill 246, the same being “*An Act for the regulation and control of corporations organized for the purpose of operating nonprofit hospital service plans.*”

Members are requested to read this new law, which received the approval of Governor Frank Merriam on July 5, 1935, because it is possible that its enactment may pave the way for the formation of such institutions in many cities of the State. Each of such establishments as organized should receive the attention of the respective component county medical societies, because a misapplication of the provisions of the law could make for much future distress and complications to all concerned.

‘ ‘ ‘

Concerning other legislation* pending before the Governor, it is not possible at the time of this writing to make comment. Statutes of special interest may be discussed in succeeding issues.

see that the advertising pages are kept clean. Too many state society journals have followed the pernicious example of ‘*The Journal of the American Medical Association*,’ and have accepted pretty much anything offered. We sincerely trust that New Jersey will stick to the policy announced, and keep its self-respect. . . .”

* For comments on amendments to California Medical Practice Act, see page 174.

A LIBEL ON THE CALIFORNIA STATE BOARD OF HEALTH

A Statement in the “New Mexico Health Officer,” Vol. V, No. 2.—Last month, in discussing in this column, and on page 50, “Newspaper Publicity on the California Medical Association Survey of Sickness Incidence,” it was said:

“We trust these comments will not be misunderstood. We do not believe that members of the California Medical Association are peeved, but we do think they have sufficient love and respect for factual data to wish the simple truth to be spoken.” . . .

Now it may be added that, with the substitution of the words “California State Board of Health” for “California Medical Association,” the above thought may be made equally germane to the discussion of some lines printed in the *New Mexico Health Officer* of June, 1935 where, under the caption, “A Problem in Distribution,” are given extracts from an address “of Dr. Walter Brown* to the N. M. P. H. A. (New Mexico Public Health Association), written during its delivery, and a verbatim report of which will be published in the columns of *Southwestern Medicine*.” The opening sentence of the second paragraph states:

“Dr. Walter A. Brown, president-elect of the American Public Health Association and professor of public health at Stanford University, speaking on April 20 to a crowded audience of the New Mexico Public Health Association, said that the protection of public health is a problem of distribution.” . . .

The particular thought credited to Doctor Brown, and to be here commented upon, is reported below, with italics which are our own:

“Why is it that the people of the United States do not demand from the Government this type of investment? We are making an advance. The United States Public Health Service has been markedly developed in recent years. Progress has been made where trained and experienced workers are on the job with adequate facilities and continuity of service. *The California State Health Department has recently been torn to pieces from political motives. The time has come when this sort of thing should cease.*” . . .

* * *

The Statement Has No Foundation in Fact.

The above is an amazing statement, the more so since we can affirm from decidedly first-hand knowledge that it has no basis whatever in fact. Members of the California Medical Association will be equally convinced that Doctor Brown spoke out of turn, and to be charitable, on insufficient or inaccurate data, when the names of the six non-salaried members of the California State Board of Health are noted. Each of these physicians has been associated for years with the work of organized and institutional medicine in California; and when it is added that they maintain the most cordial and unified personal relations, both official and otherwise, the absurdity of such a statement as that made by Dr. Walter H. Brown at once becomes evident.

* Dr. Walter H. Brown (M. D., Pennsylvania, 1906) is professor of hygiene in the Department of Hygiene, Stanford University.